

# POST-EVENT REPORT

## INTELLIGENT CITIES EXHIBITION & CONFERENCE

Delivering Sustainable Intelligent Cities for the Future Generations

29-30 SEPTEMBER 2015, FAIRMONT HELIOPOLIS  
CAIRO, EGYPT

### IT WAS AMAZING

25+ Speakers, 600+ Senior Level Decision Makers and 2000+ Participants Gathered For the Future



# IT WAS AMAZING HERE'S WHAT OUR ATTENDEES SAID

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Thanks to everyone involved – Sponsors, Speakers, Delegates, Exhibitors and Attendees – we received so many compliments and people looking forward to **ICEC 2016 – Cairo**! See you next year!

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"We would like to thank you so much for this great event and our regards to all the company team who were really very active, supportive and helpful. The idea of gathering every company that can add value and gain benefits from such event was perfect (technology and services providers, automation, cabling, chemicals for construction, garden designers, etc.)

Also the idea of the consortium is perfect and I hope it will grow and be very beneficial to all the members.

WELL DONE and GREAT JOB to all of you and hopefully the next ICEC event will be more successful."

**Walid Ayad, Senior Project Manager, Nile ICT**

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"On behalf of ASUS Egypt team, I would like to thank you for the successful event.

Everything was perfect from the planning, organizing to the execution, you have such a wonderful helpful team and we hope to see you soon."

**Leena Hazem, Marketing Manager, ASUS Egypt**

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"Please allow me on behalf of all the PRIME Integration Team to congratulate the **ROOT Technologies** for the Successful **ICEC 2015 - Cairo** for this year. The Event was very well organized starting from the registration process all the way to the discussion sessions and the exhibition area.

I was very glad that I chose the Full Access Pass that granted me access to the discussion sessions which were very informative and introduced very remarkable speakers in the field of ICT and automation.

The most remarkable thing about **ICEC** is that the Event attracted Serious Audience and Visitors that are all related - some way or another - to the topics that were discussed during the Event. This was totally different than the usual ICT Event organized every year in Cairo International Conference Center. **ICEC was able to attract the Serious Crowd and Audience.**

We believe that **ICEC** will be one of the most important events within the coming 2 years and will gain more credibility with each round. Once more, please accept our warm congratulations for such a successful event.

**Mohamed Tag El Deen, Network Technical Consultant, Prime Integration**

# ABOUT ICEC 2015 - CAIRO

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Over 25 speakers, over 600 senior level decision makers and over 2,000 participants gathered for the future.

The two day exhibition and conference brought together decision makers and participants to discuss and showcase latest technologies, sustainable solutions and products as well as best practices on managing and building the cities of tomorrow.

Brought to you by **ROOT Technologies** and Under the Auspices of the **Ministry of Communication and Information Technology**, ICEC 2015 – Cairo was backed by industry leaders such as our Elite Sponsors ECG (Engineering Consultants Group), HitekNOFAL Solutions, Shaker Consultancy Group, Digital com, Mobinil, Orange Business Services, TE Data, Arab Academy for Science, Technology and Maritime Transport as well as our Main Sponsors BASF, Calix, Nile ICT and Barkouky Electric.

## SPONSORS & EXHIBITORS

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## OPENING DAY

**ICEC 2015** – Cairo's Opening Day was attended the Ministry of Communication and Information Technology.

Other notable VIPs in attendance included His Excellency Khaled Al Attar, Head of ICT Infrastructure, Ministry of Communication and Information Technology, Eng. Amr Allouba, Chairman of ECG, Dr. Mohamed Nofal, CEO of HitekNOFAL, Ayman El Kousey, CEO Qatari Diar.



Eng. Ahmed Issa, CEO, ROOT Technologies



His Excellency Khaled Al Attar, Head of ICT Infrastructure, Ministry of Communication and Information Technology

**"Intelligent Cities will serve as a kick off for Egypt's development. The integration of ICT, sustainable materials and design are key starting points in developing an Intelligent City."**



His Excellency His Excellency Khaled Al Attar, Head of ICT Infrastructure, Ministry of Communication and Information Technology





His Excellency Khaled Al Attar, Head of ICT Infrastructure, Ministry of Communication and Information Technology and Shaker Consultancy Group



His Excellency Khaled Al Attar, Head of ICT Infrastructure, Ministry of Communication and Information Technology and HitekNOFAL

# CONFERENCE

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The 2 day conference was dedicated to promoting knowledge sharing and networking opportunities.

More than 25 sessions addressed by industry experts included topics such as FTTx, triple play, telecom, mobility, green technology, security systems, data centers, access control, wiring devices, environmental analysis, home automation, renewable energies, access control, digital signage, parking systems, meteorological technologies, unified communications, big data, cloud computing, internet of things, residential & enterprise cabling, water & waste water treatment, garbage collection, facilities management systems, high speed communication, BMS, electrical distribution, surveillance and green building materials.

These were attended by the most influential real estate investors, developers, city planners, consultants, technology providers, architects, designers, government and telecoms authorities, systems integrators as well as contractors and building material providers.



ICEC 2015 – Cairo Conference Attendees





Adel Eissa and Amr Allouba, Chairman, ECG



Craig Thomas, International Marketing Director, Calix





Karim Farah, Sustainability Manager Dar Al-Handasah, Vice President/Co-Founder Egypt Green Building Council



Ayman Elgohary, President and General Manager, Cisco Egypt

# EXHIBITION

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ICEC 2015 - Cairo exhibition space represented a broad range of leading industry players across the main Intelligent City layers including HitekNOFAL, ECG (Engineering Consultants Group), Shaker Consultancy Group, Digitalcom, Mobinil and Orange Business Services, TE Data, Arab Academy for Science, Technology & Maritime Transport, ABB, Nile ICT, Calix, BASF, Barkouky Electric, ASUS, EMS, Samsung, Masader, Easy Life Technologies, Deyar Automation, IBC, Somfy, Golmar, TH Technology, EMCO, MITT, Raya Information Technology, Schaduf, ContrackFM, Code95, and E-Marketing.

The exhibition area enabled participants to showcase their innovations, technologies, products and services to key decision makers.



































# MEDIA

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Local Egyptian media covered ICEC 2015 – Cairo extensively. TV, print and online publications provided onsite or post event coverage.

Media Partners included:

- ✓ ICT Community Portal
- ✓ Masrawy
- ✓ Homestyle
- ✓ Al Borsa
- ✓ Daily News Egypt
- ✓ Awhal Al Gad
- ✓ Al Alam Al Mal
- ✓ MICE Middle East
- ✓ Alternative Energy Africa Magazine
- ✓ ASK Magazine
- ✓ Fuzed
- ✓ Al Bosla
- ✓ Al Masdar
- ✓ Telecom Drive
- ✓ Renewable Energy Magazine

TV Channels covering ICEC 2015 – Cairo



## تحت رعاية وزارة الاتصالات وتكنولوجيا المعلومات المؤتمر والمعرض الاول في المنطقة العربية للمدن الذكية ICEC



### • خالد العطار رئيس قطاع البنية المعلوماتية بوزارة الاتصالات

الحكومة وشركات التكنولوجيا الدولية وكبرى شركات التطوير العقاري والمقاولين والمجموعات الاستثمارية والمستشارين ليتبادلوا الخبرات العالمية فيما بينهم. بالإضافة إلى التعرف أكثر على السوق المحلي وذلك لصالح مصر ومنطقتي الشرق الأوسط وأفريقيا.

و الحدير بالذكر بأنه من المتوقع ان يلعب الشرق الاوسط دورا رائدا خلال السنوات القليلة القادمة في انشاء وتطوير المدن الذكية ، حيث تعد المدن الذكية من اكثر المشروعات نموا وتأثيرا اليوم على مجالات التصميم وتكنولوجيا الاتصالات والمعلومات لما لها من قيمة مضافة الى المطورين ومخططي المدن وذلك من خلال زيادة عوائد الاستثمار، بينما تثرى الخدمات الجديدة المبنيه على احدث التقنيات نوعية حياة جديده للمواطنين .

افتتح المهندس/ خالد العطار رئيس قطع البنية المعلوماتية بوزارة الاتصالات المؤتمر والمعرض الاول للمدن الذكية صباح أمس الثلاثاء ٢٩ سبتمبر ويستمر المؤتمر والمعرض على مدار يومين .

حيث يجمع مؤتمر ومعرض المدن الذكية قادة الصناعة العالمية والخبراء والمستثمرين والرؤساء التنفيذيين وقيادات كبرى الشركات العاملين في مجال التخطيط والتصميم والتقنية العالمية بالإضافة الى العاملين في النظام البيئي الخاص بالمدن الذكية .

وقد علق المهندس أحمد عيسى، الرئيس التنفيذي لشركة ROOT Technologies قائلاً: « يعرض مؤتمر ومعرض المدن الذكية ICEC نظام بيئي فريد من نوعه يخدم المدن الذكية الصديقه للبيئة المستدامة، ويجمع قادة



# MARKETING ICEC 2015 - Cairo

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Multiple marketing tactics were used to promote ICEC 2015 – Cairo including:

- ✓ Outdoor
- ✓ Print
- ✓ SMS
- ✓ Radio
- ✓ Digital Marketing
- ✓ Public Relations

Sample Outdoor Billboard

- ✓ 6<sup>th</sup> of October Bridge



# INTELLIGENT CITIES CONSORTIUM





The launch of the **Intelligent Cities Consortium**, serves to bridge the gap towards delivering sustainable intelligent cities for the future generations and help local governments and developers execute on the ground.

**The Intelligent Cities Consortium** brings real world experience to projects by gathering key relevant stakeholders including consultants or city planners, technology providers or systems integrators, contractors or building materials providers, city or real estate developers and investors to move the process forward.



## ENGAGE WITH THE INTELLIGENT CITIES CONSORTIUM

Delivering Sustainable Intelligent Cities for the Future Generations

<b>CONSULTANT OR CITY PLANNER</b>	<b>TECHNOLOGY PROVIDER OR SYSTEM INTEGRATOR</b>	<b>CONTRACTOR OR BUILDING MATERIAL PROVIDER</b>	<b>CITY OR REAL ESTATE DEVELOPER</b>	<b>INVESTOR</b>
<b>GOT THE KNOW-HOW &amp; EXPERIENCE?</b>	<b>READY TO IMPLEMENT/DEPLOY?</b>	<b>READY TO BUILD/CONSTRUCT?</b>	<b>HAVE A PROJECT TO DEVELOP?</b>	<b>WANT INVESTMENT OPPORTUNITIES?</b>
Become A Member 	Become A Member 	Become A Member 	Become A Member 	Become A Member 